

PATENT APPLICATION

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Docket No: 20071/10005A

22264 U.S.PTO  
10/753513

010804

CONTINUING APPLICATION TRANSMITTAL UNDER 37 CFR 1.53(b)

Mail Stop Patent Application  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

Sir:

This is a request under 37 CFR 1.53(b) for filing a

continuation application.  
 divisional application.

**1. Particulars of Prior Application**

Application Serial No: 09/502,285

Filed on: February 11, 2000

Title: "A Networked System for Presenting Advertising"

Art Unit: 3714

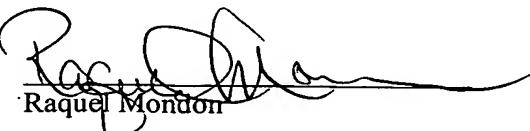
Examiner: Carmen D. White

Prior Docket No.: 20071/10005

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**CERTIFICATION UNDER 37 CFR 1.10**

I hereby certify that this Continuing Application Transmittal Under 37 CFR 1.53(b) and the documents referred to as enclosed therewith are being deposited with the United States Postal Service on **January 8, 2004**, in an envelope addressed to the Mail Stop Patent Application, Commissioner for Patents, P.O. Box 1450, Alexandria, Virginia 22313-1450 utilizing the "Express Mail Post Office to Addressee" service of the United States Postal Service under Mailing Label No. **EV 403727972 US**.



Raquel Mondon

2. This request is filed by:

1. Full Name of Inventor	Family Name Goldberg	First Given Name Sheldon	Second Given Name F.
Residence & Citizenship	City Denver	State or Foreign Country Colorado	Country of Citizenship United States
Post Office Address	Post Office Address 6620 E. 6 <sup>th</sup> Avenue	City Denver	State & Zip Code/Country Colorado 80220

2. Full Name of Inventor	Family Name Antwerp	First Given Name John	Second Given Name Van
Residence & Citizenship	City Springdale	State or Foreign Country Maryland	Country of Citizenship United States
Post Office Address	Post Office Address 9309 Hobart Street	City Springdale	State & Zip Code/Country Maryland

This application is being filed by less than all the inventors named in the prior application. An accompanying statement requests deletion of the name(s) of the person(s) who are not inventors of the invention being claimed in this application.

**3. Amendments**

- A Preliminary Amendment is enclosed.
- The filing fee is based upon entry of the foregoing amendment(s) (if any).

**4. Incorporation By Reference**

The entire disclosure of the prior application is considered as being part of the disclosure of the accompanying application and is hereby incorporated by reference therein.

**5. Priority**

- This application is a continuation of U.S. Patent Application No. 09/502,285, which is a continuation of U.S. Patent Application No. 09/105,401 (now issued Patent No. 6,183,366), which is a continuation of U.S. Patent Application No. 08/759,895 (now issued Patent No. 5,823,879), which claims the benefit of the filing dates of U.S. Provisional Patent Application No. 60/010,703, filed on January 26, 1996, and U.S. Provisional Patent Application No. 60/010,361, filed on January 19, 1996.

- The certified copy(ies) was(were) filed in prior U.S. application Serial Nos. and .
- The certified copy(ies) has(have) not been filed.

**6. Small Entity Status**

A small entity statement is(are) attached.

Small entity status has been established in the prior nonprovisional application and such status is still proper and desired.

Small entity status has not been established.

**7. Fee Calculation**

CLAIMS AS FILED - INCLUDING AMENDMENT(S) (IF ANY)						
			SMALL ENTITY		OTHER THAN A SMALL ENTITY	
	NO. FILED	NO. EXTRA	RATE	Fee	RATE	Fee
BASIC FEE				\$385.00		\$770.00
TOTAL	32-20	12	X 9 =	\$108.00	X 18 =	\$0.00
INDEP.	4- 3	1	X 43 =	\$43.00	X 86 =	\$0.00
* First Presentation of Multiple Dependent Claim			+ 145 =	\$0.00	+ 290 =	\$0.00
Filing Fee:				\$536.00	OR	\$0.00

**8. Method of Payment of Fees**

Attached is a check in the amount of: \$536.00

Charge Deposit Account No. 50-2455 in the amount of: \$ \_\_\_\_\_  
A copy of this Transmittal is enclosed.

**9. Deposit Account and Refund Authorization**

The Commissioner is hereby authorized to charge any deficiency in the amount enclosed or any additional fees which may be required during the pendency of this application under 37 CFR 1.16 or 37 CFR 1.17 to Deposit Account No. 50-2455. A copy of this Transmittal is enclosed.

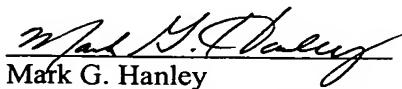
Please refund any overpayment to Grossman & Flight, LLC at the address below.

Please direct all future communications to Mark G. Hanley, at the address below.

Respectfully submitted,

GROSSMAN & FLIGHT, LLC  
20 North Wacker Drive  
Suite 4220  
Chicago, Illinois 60606  
(312) 580-1020  
(312) 580-9696 (Telefacsimile)

By:

  
Mark G. Hanley  
Registration No.: 44,736

January 8, 2004